

# LET'S LEVEL

*the Official Publication of the Wausau Area Builders Association*

**DECEMBER 2010**

**VOLUME 29 - ISSUE 12**



**HAPPY  
HOLIDAYS!**



# LET'S LEVEL

December 2010  
Volume 29, Issue 12



- 4 **Upcoming Events**
- 4 **A Note from Your Executive Officer**  
*Chris Briquetelet*
- 4 **President's Message**  
*Garry Volm, Volm Builders LLC*
- 5 **A Christmas Story**
- 6 **Highlights from November the Table Top Dinner Meeting**
- 11 **Annual Party Registration Form**
- 12 **Member Spotlights**
- 16 **Monday Morning Review**  
*Brad Boycks, WBA Director of Government Affairs*
- 18 **International Builders Show**
- 15 **Wisconsin Builders Conference**
- 20 **Spikes**

#### MISSION STATEMENT:

The Wausau Area Builders Association, chartered in 1967 and affiliated with the Wisconsin Builders Association and National Association of Home Builders, is a professional non-profit trade association. Serving the community we represent the interests and concerns of the consumer, building trades, industry suppliers and all facets of the building industry.

The primary goal of our association is to provide quality, affordable housing through community and government involvement, while promoting high standards of professionalism.



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## UPCOMING EVENTS

**TUESDAY, DECEMBER 14**  
WABA Board Meeting

**FRIDAY, DECEMBER 24**  
WABA Office Closed for Christmas

**2011**

**JANUARY 22**  
WABA Annual Party - The Great Dane

**JANUARY 12-16**  
International Builders Show - Orlando, FL

**FEBRUARY 11-12**  
WBA Convention - Chula Vista

**THURSDAY, FEBRUARY 17**  
Membership Dinner Meeting  
The Rose Garden

**THURSDAY, MARCH 17**  
Membership Dinner Meeting  
Dales Weston Lanes

**THURSDAY, APRIL 21**  
Membership Dinner Meeting  
The Rose Garden - Silent Auction

**THURSDAY, MAY 19**  
Membership Dinner Meeting - VFW

## A NOTE FROM YOUR EXECUTIVE OFFICER



I hope everyone had a relaxing Thanksgiving holiday with family and friends, and that your freezers are stocked with venison for the next year. Hopefully your taxidermy bills aren't too high!

The November Parade of Homes Table Top Night went very well again this year. There was an excellent turnout of both exhibitors and Builders alike comparing notes for the 2011 Parade of Homes.

The electronic election ballot proved to be very effective, thank you to everyone who took a moment to cast your vote.

Below is your newly elected Board of Directors:

President: Garry Volm  
Vice President: Bob Marcell  
Secretary/Treasurer: Sara Holtz  
Local Directors: Jason Brettingen, Jonathon Smith, Jerry Jarosz, Kolby Muscha, Russ Utech and Chad Sickler  
State Directors: Garry Volm, Bob Marcell, Larry Meyer, Mark Reede and Sid Sorensen

If you are planning to participate in the 2011 Home Show return your exhibitor contracts as soon as possible! Human nature is to wait until the last minute, but doing so just might cost you that premium booth you were looking for. If you need a new contract let me know and I'll email you another.

Have a Merry Christmas and a Happy New Year and I look forward to seeing you all at the Great Dane for the Annual Party on January 22.

— Chris Briquet

## PRESIDENT'S MESSAGE



I hope everybody had a joyful Thanksgiving and hunting season. I apologize for not making the table top dinner meeting. A personal matter came up unexpectedly.

Now for WABA business. The budget committee is working on a balanced budget for 2011.

The by-law committee is close to finishing the new by-laws to be presented to the general membership early in the first part of 2011.

I would like to thank all the candidates in our fall elections for your dedication to the association and congratulations to the new or returning board and committee members. I hope the rest of you continue to help and stay involved. I would like to remind everybody that the next general membership meeting will be in January.

Thank You, — Garry Volm, Volm Builders LLC





# A Christmas Story

## Owed to Joy

The year our youngest daughter, Shelly, was four, she received an unusual Christmas present from "Santa."

She was the perfect age for Christmas, able to understand the true meaning of the season, but still completely enchanted by the magic of it. Her innocent joyfulness was compelling and catching -- a great gift to parents, reminding us of what Christmas should represent no matter how old we are.

The most highly prized gift Shelly received that Christmas Eve was a giant bubble-maker, a simple device of plastic and cloth the inventor promised would create huge billowing bubbles, large enough to swallow a wide-eyed four-year-old. Both Shelly and I were excited about trying it out, but it was after dark so we'd have to wait until the next day.

Later that night I read the instruction booklet while Shelly played with some of her other new toys. The inventor of the bubble-maker had tried all types of soaps for formulating bubbles and found that Joy dishwashing detergent created the best giant bubbles. I'd have to buy some.

The next morning, I was awakened very early by small stirrings in the house. Shelly was up. I knew in my sleepy mind that Christmas Day festivities would soon begin, so I arose and made my way toward the kitchen to start the coffee. In the hallway, I met my daughter, already wide awake, the bubble-maker clutched in her chubby little hand, the magic of Christmas morning embraced in her four-year-old heart. Her eyes were shining with excitement, and she asked, "Daddy, can we make bubbles now?"

I sighed heavily and rubbed my eyes. I looked toward the window, where the sky was only beginning to lighten with the dawn. I looked toward the kitchen, where the coffeepot had yet to start dripping its aromatic reward for early-rising Christmas dads.

"Shelly," I said, my voice almost pleading and perhaps a little annoyed, "it's too early. I haven't even had my coffee yet."

Her smile fell away. Immediately I felt a father's remorse for bursting her bright Christmas bubble with what I suddenly realized was my own selfish problem, and my heart broke a little.

But I was a grown-up. I could fix this. In a flash of adult inspiration, I unshouldered the responsibility. Recalling the inventor's recommendation of a particular brand of bubble-making detergent -- which I knew we did not have in the house -- I laid the blame squarely on him, pointing out gently, "Besides, you have to have Joy."

I watched her eyes light back up as she realized, in less than an instant, that she could neutralize this small problem with the great and wonderful truth she was about to reveal.

"Oh, Daddy," she promised, with all the honesty and enthusiasm and Christmas excitement she could possibly communicate, "Oh, Daddy, I do."

I broke records getting to the store, and in no time at all we were out on the front lawn creating gigantic, billowing, gossamer orbs--each one filled with Joy and sent forth shimmering into the Christmas sun.

— By Ted A. Thompson



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### OFFICERS

President ..... Garry Volm  
Vice-President ..... Bob Marcell  
Secretary-Treasurer ..... Sara Holtz  
Past President ..... Larry Meyer  
Executive Officer ..... Chris Briquet

### STATE DIRECTORS

Ray Bodenheimer	Jerry Draxler
Bob Marcell	Andy Radant
Mark Reede	Mike Richie
Sid Sorensen	Garry Volm
Larry Meyer	John Joseph

### LOCAL DIRECTORS

Kolby Muscha	Chad Sickler
Jerry Jarosz	Jonathon Smith
Russ Utech	Jason Brettingen

### LIFE DIRECTORS

Dave Kautza   Ted Peotter   Dan Sillars   Jim Woller

### NATIONAL DIRECTORS

Larry Meyer   Garry Volm

### WBA NORTH AREA VP (Associate)

Mike Richie

### ALTERNATE NATIONAL DIRECTOR

Dan Sillars   Garry Volm

### COMMITTEE CHAIRPERSONS

Marketing .....	Jim Weimerskirch
Associates Advisory .....	Ray Bodenheimer
	Jason Brettingen
	Kristin Flamang
BLDR-PAC .....	Andy Radant
Education Committee .....	James Wanserski
Events Committee .....	Andrea Reede
Building A Better Wisconsin Trustee .....	Mike Richie
Governmental Affairs .....	Jonathon Smith
Home Show .....	Russ Utech
Membership .....	Kristin Flamang
Parade of Homes .....	Jeremy Voigt
Planning Committee .....	Mike Richie
Public Relations .....	Bob Marcell
Scholarship .....	Jerry Jarosz



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only prove that we have an  
incomplete view of it*



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## LOOKING AHEAD

### IMPORTANT DATES

# February 2, 2011

Parade Home contract  
and entry fee due

**March 18, 2011**

Parade Home contract  
and entry fee due for  
2nd home entry

**May 31 – June 5**

## 2011 Parade of Homes





# ANNUAL HOLIDAY PARTY

*Saturday, January 22, 2011  
at the Great Dane*

*Your formal invitation will come via email on December 10*

# HOW CAN I BE IN THE SPOTLIGHT?

Give yourself and your business a chance to be spotlighted in the next newsletter. Anyone who attends the Dinner Meetings has their name entered into the drawing. During the meeting portion one Builder Member and one Associate Member will be drawn for the following newsletter. It's as easy as that!



**Dan Sillars**  
Dan Sillars, General Contractor

*Thanks for  
Being a Member!*

## Member Spotlight **BUILDER**

- 1) How long have you been a member? *35 years*
- 2) What's the most valuable thing you've gotten from being a member?  
*Making new friends throughout the state, and learning about the importance of legislative advocacy for the building industry.*
- 3) What is your favorite beverage?  
*Rum and Coke*
- 4) If you could be any super hero, who would it be?  
*The Lone Ranger*
- 5) What is your favorite vacation?  
*Caribbean cruise*
- 6) What was your favorite childhood toy?  
*Cowboy gun and holster set*
- 7) What is the oddest thing a customer has ever asked for??  
*Put on a red roof on their home*
- 8) What is one thing people would be surprised to know about you?  
*I spoil my grandkids.*
- 9) What are you involved in with WABA?  
*At one time or another, I've served as chairman of most WABA committees. Currently, I am a life state director.*
- 10) What is the hardest thing you've ever had to do?  
*Make the decision to put my hunting dog to rest after she developed cancer.*
- 11) Who is the person you admire most?  
*Herb Kolbe*
- 12) What is the last movie you watched?  
*What Happens in Vegas*
- 13) What would be the hardest thing for you to give up?  
*Dark Chocolate*
- 14) If you could go anywhere in the world, where would it be?  
*Hawaii*
- 15) If you could be granted one wish, what would it be?  
*To have the leaders of this country work together to actually solve the enormous problems facing America.*





**Kim Mielke**  
*Perry Seamless Gutters*

*Thanks for  
Being a Member!*

# Member Spotlight **ASSOCIATE**

- 1) How long have you been a member? *Perry Seamless Gutters Joined 4 months ago*
- 2) What's the most valuable thing you've gotten from being a member? *Camaraderie*
- 3) What is your favorite beverage? *Coffee*
- 4) If you could be any super hero, who would it be? *Wonder Woman*
- 5) What is your favorite vacation? *Door County*
- 6) What was your favorite childhood toy? *Four-Wheeler*
- 7) What is the oddest thing a customer has ever asked for?? *Asked for the gutters to be put on the peaks of the house and have the water run uphill*
- 8) What is one thing people would be surprised to know about you? *I am a 3 year Survivor*
- 9) Are you a morning or nighttime person? *More night time*
- 10) What was the last movie you watched? *Valentine's Day*
- 11) What would be the hardest thing for you to give up? *My Daughter*
- 12) How long have you been in business? *Perry Seamless has been in business since 2000*
- 13) What made you choose your career? *I've been in management and in sales for many years and have combined the two for a perfect career*
- 14) What's your favorite thing about going to work? *Everything from start to finish*
- 15) What cd is currently in your car stereo? *Eminem (My Daughters)*

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ABOUT YOU NEXT!**

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## **A Thank You from WBA President Jim Kubasta**

As you by now already know, on November 2nd WBA went 3 for 3 with our endorsements when Wisconsin voters elected Scott Walker governor, Ron Johnson to a six-year term in the U.S. Senate and re-elected J.B. Van Hollen as Attorney General.

This was a tremendous team effort and I cannot thank you enough for all of your help along the way. Your generosity during these past few months has been second to none. From opening up your checkbook to taking the time to make phone calls and host a yard sign you have stepped up when we needed your help the most.

During these challenging economic times we were able to give more personal contributions to Scott Walker than we gave to Mark Green four years ago when the economy was in much better shape.

On behalf of all of the Senior Officers, we deeply appreciate your time and commitment. The movement to get our economy back on track starts today.

### **Walker Wins 52-47**

In addition to turning 43 years old on November 2, Scott Walker was also elected Wisconsin's next governor. By a margin of 52% to 47% Scott Walker bested Milwaukee Mayor Tom Barrett.

In total WBA members contributed just shy of \$95,000 in personal contributions to Walker through the Builders Direct Fund conduit. The Building a Better Wisconsin PAC also contributed a total of \$25,500 to both Scott Walker and Lt. Governor-Elect Rebecca Kleefisch.

The transition for Governor Elect-Walker has already begun and WBA is working behind the scenes to book a meeting to discuss specific points of our 2011-2012 government affairs agenda.

### **Senator-Elect Ron Johnson (R-Oshkosh)**

Oshkosh manufacturer Ron Johnson was able to knock off 18-year incumbent Russ Feingold by the same margin of victory as Scott Walker (52% to 47%).

Johnson becomes the first Republican to represent Wisconsin in the United States Senate since Bob Kasten.

WBA endorsed Johnson in October and the National Association of Home Builders (NAHB) BUILD PAC donated \$5,000 to his campaign in late September of this year.

### **Assembly GOP majority is at 60 seats**

Most handicappers thought that the state Assembly was poised to come back in GOP hands but no one in their wildest dreams predicted they would come back today with 60 seats.

In addition to the 60 GOP seats, Representative Bob Ziegelbauer was also re-elected as an independent and said he plans to caucus with the GOP. That addition essentially puts the majority at 61 seats for the GOP.

The list of unexpected wins is honestly too long to list but certainly topping it is the defeat of the current Assembly Speaker Mike Sheridan (D-Janesville) and the longest serving member of the state Assembly Marlin Schneider (D-Wisconsin Rapids).

### **Members elected to the Wisconsin State Assembly**

When legislators are sworn in on January 3, 2011 two current WBA members will be among those coming back as a member of the new 60 seat GOP majority.



WBA members elected to the state assembly include Michelle Litjens in the 56th district (Outagamie and Winnebago Counties) and Tom Larson in the 67th district (Chippewa and Dunn Counties).

We very much look forward to working with both Representative Elect Litjens and Larson for many sessions to come.

### **A 19 seat Senate GOP Majority**

At some point during election night it looked like the number of GOP seats in the state Senate may have ended up as high as 20 or 21. The GOP will return to the majority in the state Senate for the first time since before the 2006 election with 19 seats.

All of the targeted races went the GOP's way last night with exception of Bob Jauch and Kathleen Vinehout holding onto their respective seats.

The current Senate Majority Leader Russ Decker was defeated by Dr. Pam Galloway which was the most shocking result of the 2010 state Senate elections.

### **Duffy, Ribble win; Kapanke comes up short**

Sean Duffy will replace Dave Obey after defeating current state Senator Julie Lassa 52% to 44%. With the full backing of the Wisconsin BUILD PAC Trustees the NAHB BUILD PAC were early supporters of Duffy's efforts. In fact, NAHB was one of the few groups to financial support Duffy before Dave Obey's surprise announcement to retire earlier this year.

WBA member Reid Ribble was able to soundly defeat two-term Congressman Steve Kagen by a margin of 55% to 45%. NAHB BUILD PAC was able to make the maximum contribution to Ribble's campaign by giving him two \$5,000 contributions this fall.

No candidate finished with a stronger two weeks leading up to the election than state Senator Dan Kapanke in his race against Congressman Ron Kind.

Unfortunately for Kapanke he came up just short, losing to Congressman Kind 50% to 47%.

Kapanke returns to the majority in the state Senate to serve out the remaining two years of his four-year term.

### **The race no one talked about turns out as we thought**

There was little doubt that Attorney General J.B. Van Hollen would be re-elected, the only real question was what his final margin of victory would be.

Van Hollen defeated former DNR Secretary Scott Hassett 58% to 42% to win a second four year term as Wisconsin Attorney General.

### **A true sign of a "wave election"**

With little attention and fanfare GOP candidate Kurt Schuller was able to defeat incumbent State Treasurer Dawn Sass 53% to 47%

Sass defeated Jack Voight in 2006 in a huge democrat "wave election".

Schuller ran on the platform that he would work to pass a constitutional amendment to abolish the office of Wisconsin Treasurer if elected.

Brad Boycks

WBA Director of Government and Political Affairs

Wisconsin Builders Association®

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Visit our web site: [www.wisbuild.org](http://www.wisbuild.org)

p.s. If you would like to receive our weekly Government Affairs newsletter just send me an email!

(This is a monthly report from the Wisconsin Builders Association, our "political arm" at the state Capitol in Madison. Each month, the Monday Morning Review will highlight the going's on under the Capitol Dome with an eye toward what matters to the housing industry.)

# INTERNATIONAL BUILDERS' SHOW



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## TOP TEN REASONS YOU SHOULD ATTEND THE WISCONSIN BUILDERS CONFERENCE

10. **Make business connections**  
From hallway conversations to sit down meals, the conference offers you the chance to meet the people who can help you have a break-out year in 2011
9. **You need continuing education credits anyway**  
Up to 12 Dept. of Commerce Dwelling Contractor Qualifier credits are being applied for that you can earn in two days.
8. **February + indoor waterpark = ahhhh**  
Bring the kids to the world-class Chula Vista resort and save the cost of going to a time-share in Florida
7. **You have a cowboy hat you never get to wear**  
The Friday night Ice Breaker has a country western theme this year, so pull on yer boots and saunter in for a fun time at the Nail n' Hammer Corral!
6. **Joe Pusateri is our keynote speaker**  
A builder who has been there! Joe has six specific strategies to help you "Thrive in the Tough Times."
5. **Quotable or Regrettable?**  
Spokesperson Training will be offered to give you techniques and tactics to shine when the lights are on you. These skills will also help you communicate clearly with your customer!

4. **You Like Me, You Really Like Me**  
From Builder and Associate of the Year to who won the American raffle prizes (5 of them!) come help us recognize and applaud your peers with top industry awards.
3. **Getting it Right**   
Learn fundamentals of Building Science in ProBuild's ProEarth building curriculum.
2. **Meet new customers (isn't this reason #1?)**  
That networking thing is for real. It works, you can do it here, and it will help you.
1. **We are all in this together**  
Learn strategies from your peers and get support to keep your head up

### Sponsorship opportunities available

Contact WBA Event Coordinator Kim Fay at (608) 242-5151 x 13 or [kfay@wisbuild.org](mailto:kfay@wisbuild.org) to get your business in front of the largest gathering of builders and associates in the state. Options to fit every budget. Show your support of the industry and meet 1 on 1 with your current and prospective customers.

### Raffle Tickets for sale!

Win your choice of an Electrolux laundry pair OR Wine Cooler! 5 winners drawn on February 12, 2011 at the Wisconsin Builders Conference Awards Brunch at noon. Tickets only \$10, see your local Executive Officer or call WBA at (608) 242-5151 to get the name of a seller near you.

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Proceeds benefit Wisconsin Builders Conference education

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# NAHB SPIKE CLUB

## NAHB STATUS CREDITS

*for month ending October 31, 2010*

### SUPER SPIKE

[250-499]

Dan Sillars (480)

### ROYAL SPIKE

[150-249]

Dave Framke (228.50)

Rod Werner (210.50)

Ken Bauer (198)

Jim Woller (185)

Guy Reedy (181)

Doug Knight (160)

Larry Voigt (160.50)

### RED SPIKE

[100-149]

Sid Sorensen (134)

Jim Voigt (120.50)

Dave Kautza (118)

Jerry Draxler (113)

Rick Kuharske (100)

### GREEN SPIKE

[50-99]

Jerry Jarosz (87)

Larry Meyer (85)

Dwight Dorpat (73)

Will Keener (71)

### LIFE SPIKE

[25-49]

James Koebe (47.50)

Cory Sillars (43.50)

Arden Emmerich (41)

Bernie Wood (37.50)

Jeremy Voigt (36)

Bob Sundell (34.50)

Dan Thomas (27)

Kolby Muscha (27)

### BLUE SPIKE

[6-24]

Garry Volm (22)

Bob Kolbeck (21)

Ted Peotter (20)

Rob Mork (19)

Ken Wanta, Jr. (18.50)

James Wanserski (18.50)

Brian Luedtke (18)

Ray Bodenheimer (16.50)

Shane Brzezinski (16.50)

Leroy Kazmierczak (14.50)

Jason Brettingen (14)

Bill Schnowske (11.50)

### SPIKE CANDIDATE

Michael Bolen (3)

Mark Reede (3)

Tim Brown (2)

Don Marquardt (2)

John Proulx (2)

Andy Radant (2)

Gary Guernadt (1.50)

David Kempf (1.50)

John Ohrmundt (1.50)

Mike Polencheck (1.50)

Gary Rusch (1.50)

Matthew Waldvogel (1.50)

Rick Wanta (1.50)

James Coleman (1)

Robert Kulp (1)

Sarah Ruffi (1)

Jonathon Smith (1)

David Zick (1)

Roger Zell (.50)

## SPIKES - WHAT ARE THEY?

*Spikes are very valuable to our association because they work to bring in new members and encourage current members to renew their membership. Their efforts are essential to the growth and well-being of our association. We are pleased to join with NAHB and its affiliates across the country in recognizing our "Spikes".*

*Created in 1953, the NAHB Spike Program is designed to recognize and reward those members who are actively involved in recruitment and retention of members. There are currently 15,164 Spikes in local associations across the country and almost an equal number of Spike Candidates, those individuals working to obtain Spike status. Through the NAHB Spike Club, these members receive awards of silver and gold lapel pins, plaques, blazers and sweaters for their efforts in membership development.*

*At local membership meetings and at the NAHB annual Convention, Spikes proudly wear their hard-earned blazers and sweaters, and on Spike Color Day at the Convention, thousands of Spikes are recognized on the board floor by the NAHB Board of Directors.*

*As additional recognition, all Spikes in good standing that have also recruited at least one new member during the Membership Year, are invited to attend the annual NAHB Spike Party held during the Convention in January.*

*To become a Spike, an individual must obtain 6 credits within two consecutive years. Spike members must then earn two credits until they reach Life Spike status with 25 credits.*

*If you are interested in learning more about how you can become a member of the Spike Club and enjoy its rewards, contact the Wausau Area Builders Association at 715-842-9510.*